

**Residents Look at  
The City of Lowell:**

**The Resident Sentiment Report  
Volume I: Analysis and Conclusions**

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## **Executive Summary**

## Introduction

The survey reported here is one step of a four-stage research program designed to aid Lowell's Division of Planning and Development in drafting a master plan for the City. This report concludes the third stage of this program. In separate phases, community leaders and business owners were also questioned on their opinion of the key issues needing to be addressed in Lowell. The fourth stage of this program, resident focus groups, will evaluate some of the strategies developed as a result of this work. These groups are scheduled to take place in June, 2002.

The purpose of this research is to uncover public sentiment regarding the issues affecting the city of Lowell. Particularly, we have sought to uncover:

- What issues regarding their City are important to the citizens of Lowell?
- How well is Lowell performing on those issues?
- What improvements should the City be focused on?

The city of Lowell Department of Planning and Development will use the results of this work as input into the City's twenty-year master plan. These results will not only aid the department in its strategic assessment of the City as it is today, it will guide the department in how to move the city of Lowell forward over the next two decades.

The following results are based upon the responses of a sampling of 1,001 Lowell residents participating in a telephone survey. Interviews were conducted between February 12, 2002 and March 10, 2002. Interviews were conducted in five languages: English, Spanish, Portuguese, Brazilian Portuguese and Khmer.

The questionnaire used asked **residents** the following:

- What is important to them in judging a community that they might live in?
- How is Lowell performing on some specific issues of importance?
- How satisfied are they overall with Lowell as a place to live?
- What is the public sentiment on some key resource allocation issues?

- What is the public feeling on how Lowell should view itself “philosophically?”
- If Lowell could do one thing to improve itself, what should it be?

The data were analyzed along key demographic breaks, including:

- Ethnic Background
- Neighborhood
- Year Moved to Lowell
- Home Owners versus Non-Owners
- Households with Children versus Those Without
- Households with Children in the Lowell Public Schools
- Occupation
- Education
- Income

Note: Unlike the survey of the U.S. Census, this survey utilized a combined race/ethnicity question for ease of analysis. Respondents were asked to choose the *one* race/ethnicity that best describes them. Therefore, for example, residents chose Hispanic *or* Caucasian – versus in the Census possibly claiming both Hispanic *and* Caucasian.

### Sample Breakdown

To compare our household data to population data, we developed population figures by multiplying each respondent by his/her claimed household size. Note that 984 of the respondents in this survey were recruited at random. To assure a robust sample of Cambodian residents, 17 Cambodian respondents were recruited through the purchase of a telephone list. These seventeen clustered similarly to other Cambodians.

As several community leaders expressed concerns over Asian representativeness in the census, Lowell’s department of Planning and Development provided us with an estimated census revision, whereby the Cambodian population mix is adjusted by school enrollment. We also compared our sample to these revisions\*. When we compare our population data to that of the Census and adjusted Census, we see that our data excluding the Cambodian augment closely matches the Census. Including our Cambodian augment, our sample closely matches the adjusted census figures. As we know that our Cambodian augment clusters similarly to the remaining ethnic sample, we will use data that includes the Cambodian augment for the remainder of this report.

Population %				
	Census	Resident Survey (ex. Augment)	Adjusted Census	Resident Survey (Incl. Augment)
Caucasian	54.6%	59.6%	57.4%	58.6%
Hispanic	14.0	13.5	14.1	13.3
Asian	16.5	18.7	21.6	20.1
Black	4.2	4.2	4.1	4.1
Other	10.7	4.0	2.8	3.9

\*Note: To prevent the double counting of Hispanics in the Census data, we assumed that Hispanics also claimed Caucasian race. We then reduced the Census Caucasian population by this amount.

By neighborhood, the respondents in this survey also closely match that of the U.S. Census. Please note that while this survey reports lower inner-city neighborhood percents, it's "don't know/other" is quite high. Reviewing the demographics of this group reveals that they are likely inner-city residents, and more likely to be Hispanic.

#### Estimated Population Percentages

Neighborhood	% Per Census	% Per Survey
The Acre	11	5
Back Central	5	2
Belvidere	8	10
Centralville	9	12
Christian Hill	6	3
Downtown	4	6
The Highlands & Middlesex Village	17	21
Lower Belvidere	2	3
Lower Highlands	11	4
Pawtucketville	14	13
South Lowell, Sacred Heart, Riverside, Swede Village	12	10
Don't Know	0	4
Other	0	5

The data tables supporting this report are provided under separate cover.

## Survey Highlights

The findings from this survey of Lowell residents may be summarized as follows:

- The majority of residents feel that all aspects are important when choosing a community in which to live. However, at least three residents in four agree that the following are clearly important when choosing a community: *Police and Safety, Schools, Neighborhood Character, Cost of Living, and Environmental Quality*. Those items that are of importance to fewer residents when choosing a community are *Stores and Businesses* and *Recreational Opportunities*.
- One of the most insightful examinations of these data has been by viewing Lowell as key resident clusters do. Through a combination of discriminant analysis and clustering techniques, five key segments (clusters) of Lowell residents were identified. Differences among the attitudinally derived segments in their demographic characteristics led to the following names for the five segments: “Diverse Blue-Collar Families” (14% of households), “Upwardly Mobile Inner-City Residents” (21%), “New Residents” (15%), “Long Timers” (29%) and “Upscale Residents” (21%). Each group holds unique views regarding how they believe Lowell is performing.
- Slightly more than half (54%) of Lowell residents would rate Lowell highly as a place to live (rating it an 8 to 10 on a ten-point scale). Upscale Residents are most likely to hold a positive view of the City as a place to live, with 62% rating it an 8,9 or 10. Conversely, fewer New Residents and Upwardly Mobile Inner-City Residents are very pleased with Lowell as a place to live (44% and 48%).
- Residents were asked to rate the city of Lowell on how well they perceive it performs on a series of thirty-two civic items. Of the thirty-two items rated by residents, fewer than one-third (only ten) are ranked highly by a majority. The most residents rate the City highly on *A city that preserves its historic places, Good trash removal, and Plenty of public events and festivals*, with at least two out of three residents positively acknowledging the City for a job well done. Additionally, roughly half of the residents feel that Lowell does a good job on *Good recycling program, Plenty of cultural activities, A place where I feel safe, A police*

*presence in my neighborhood, Neighbors that get along well, Not feeling crowded in my neighborhood, and Good public transportation.*

- Those items rated favorably by the fewest residents (less than 40% positive) include: *Lots of job opportunities for me in the City, Enough parking, A good variety of stores downtown, a Good selection of housing that I can afford, Reasonable property taxes, Well maintained roads and sidewalks, Traffic that moves freely through town, Convenient pathways for pedestrians and bicyclists, Downtown restaurants and cafes are open later in the evening, and Streets and walkways are well designed.*
- When comparing perceived importance to Lowell's performance on those attributes, we see areas where Lowell is not performing up to the expectations of its residents. When comparing an item's relative importance to Lowell's relative performance on that issue, we see several items show a performance gap, whereby the importance rank is higher than the performance rank. Those items with the largest negative gap between their importance and Lowell's perceived performance are: *No noticeable drug activity, Reasonable property taxes, A police presence in my neighborhood, A place where I feel safe, Good selection of housing that I can afford, and Lots of job opportunities for me in the City.* In other words, residents are most sensitive to these issues and desiring of the City to make improvements here.

When asked their opinions on development issues, residents provided valuable insights:

- **Residents are sensitive to tax increases.** While *Neighborhood Character* is quite important to residents, the majority, 60%, would rather keep city taxes low than pay for aesthetic improvements via increased taxes.
- **While desired, increasing the housing supply will not be easy.** Residents want an increase in quality housing affordable across many economic levels, yet density is clearly a controversial issue in Lowell. Half the residents want cheaper housing and will accept increased density as a result. However, nearly as many are not willing to accept this trade-off, and would prefer to reduce density in their City.



- **Improvements are needed to retain *Neighborhood Character*.** Six residents in ten would prefer the City to focus improvements at the neighborhood level rather than in the downtown/gateways. Even more believe that housing codes should be enforced, even if it might impinge upon the rights of private property owners. Further, three-quarters of City residents prefer slowing speeds to protect people and quiet neighborhoods, to making the City easier to drive in by widening streets and removing stop signs.
- **Retaining Lowell's historic integrity is important.** Two-thirds of Lowell residents prefer to regulate construction to protect the historic character of Lowell, rather than to promote construction with fewer restrictions. Such as view is held by the majority of resident segments.
- **Lowell is a place unto itself.** When asked whether they prefer, *Promoting Lowell as a desirable place in Greater Boston*, or *Promoting Lowell as a unique city apart from Boston*, seven in ten residents want Lowell to be uniquely promoted as its own city.
- **While less important overall, residents are divided on the issue of recreational facilities in Lowell.** And they don't agree on what recreation improvements are most needed. One-third want *More equipment*, while another third want *More athletic parks*. Roughly one quarter want *More open space for passive parks*. Asians are more likely than others to want Lowell's recreational facilities to meet their needs more effectively.
- **Residents do not want Lowell to be an immigration embarkation area.** Three residents in four disagree that Lowell should continue to welcome immigrants. Asians are most likely to hold a different opinion, with nearly half believing that immigrants should be welcomed.
- **Tourism is not a solution that residents personally favor.** Eight residents in ten do not believe that promoting Lowell as a tourist destination benefits them greatly.

- **At the same time, all are interested in job development.** Fewest residents view Lowell's performance on job creation as outstanding among all performance items measured. While other groups do not appear to be outwardly willing to make concessions to obtain jobs, Diverse Blue Collar Families are. For example, many members of the Cambodian community want more local jobs and accept tourism if it brings such jobs to their people.
- **Residents are unsure as to whether they want Lowell to continue to be blue collar or to grow to be upscale.** Three quarters of residents do not feel that *The future of Lowell rests with bringing upscale stores and services to town*. However, six in ten believe that Lowell should not remain a blue-collar town. While Diverse Blue-Collar Families are most likely to want to see the City remain blue-collar (44%), a majority of even this group would like to see the City move to a more white-collar or service economy.

Some additional differences exist among the five segments.

- **Diverse Blue-Collar Families** are less likely to rate Lowell highly on *Plenty of cultural events* and *Plenty of public events and festivals* than all the other resident segments. More of this group rate Lowell less favorably on *Good recycling program* than do other segments. They are also less likely to feel that Lowell's parks meet their needs.
- **Upwardly Mobile Inner-City Residents** are less likely to rate Lowell favorably on *A place where I feel safe*, and *Neighbors who get along*, than do other segments. Upwardly Mobile Inner-City Residents are more likely to feel crowded than are other residents. They also clearly feel that Lowell is doing a poor job at controlling drug activity. Upwardly Mobile Inner-City Residents are less likely to feel that Lowell provides an adequate supply of quality housing that they can afford.
- **New Residents** are more likely to have issues with the quality of Lowell's drinking water. They are also more likely to want the City to pay attention to those issues

that improve the state of the neighborhood they live in (and hence their property values).

- **Long Timers** are less likely to rate Lowell's public transportation favorably than are other segments. More Long Timers have negative opinions regarding the state of Lowell's streets and walkways than is true of other groups. They are also more likely to be negative regarding the traffic flow through town. More Long Timers than anyone else would rate the parking in town to be a problem. Long Timers are also more likely to hold issue with the drug situation in Lowell.
- Fewer **Upscale Residents** feel that Lowell has an adequate supply of downtown stores and businesses.

## Conclusions and Recommendations

The review of resident views suggests several key priorities for the Department of Planning and Development. They are:

### **#1 Make Lowell Safe**

Residents feel that *Police and Safety* deserves the most attention from the City:

- This component is rated important most often by all resident segment groups.
- *Police and Safety* items exhibit the largest negative gap between perceived importance and performance by Lowell among residents.
- “Improving safety” and “reducing crime” are the most frequently cited improvements that residents feel the city of Lowell can make.

Residents are looking for improvements in safety above all others. No other characteristic is seen as important by so many across all segments and all population groups. Therefore, the city of Lowell needs to focus on:

- Retaining obvious police presence in City neighborhoods.
- Reducing drug activity. (The current drug activity in Lowell is especially troubling to both Upwardly Mobile Inner-City Residents and Long Timers.)
- Maintaining momentum on crime reduction programs, despite increased budgetary constraints.

Also, the City should review how it communicates its crime statistics and activities to the public. Efforts should be placed on stressing how Lowell’s law enforcement *prevents* crime and makes Lowell an all-around safe place to live.

### **#2 Continue School Improvements**

A good public school system is viewed as of importance by a majority of Lowell residents. Overall, residents in Lowell do not see the condition of Lowell’s schools to be terrible; yet they do clearly see room for improvement. While in focus groups we heard applause for the improvements already made to the physical school structures in Lowell, in the telephone study, residents volunteered that work still needs to be done on:

- Building even more schools, and reducing high school crowding;
- Keeping kids “out of trouble,” by offering more after-school activities and reducing truancy during the school day;
- Raising teaching quality and reducing teacher/student ratios, so as to improve test scores and graduation rates; and
- Improving children’s safety in schools.

Clearly, current state budgetary strains hamper short term improvement efforts. However, the City should still prepare more longer term solutions to school quality issues.

### **#3 Continue to Enhance Lowell’s Neighborhood Character**

*Neighborhood Character* is a very important consideration to a majority of Lowell residents. Happily, Lowell has been making some very positive strides in this area. Residents support the City’s attempts to retain its historic character and want these efforts to continue.

At the same time, residents want more done to improve the cleanliness and attractiveness of the City. They prefer these efforts to be focused in the neighborhoods, rather than on the gateways or the downtown area.

Further, they have no issue with the City enforcing housing codes to improve the condition of properties in their neighborhood and most would support that effort. So:

- Continue to preserve the historic character – adaptive re-use of older buildings would be preferable to tearing down and rebuilding.
- Focus beautification initially on the neighborhoods
- Keep the pressure on building owners to maintain neighborhood quality by enforcing existing codes.

### **#4 Increase the Supply of Affordable Housing**

Several segments lament Lowell’s inadequate supply of affordable housing. Therefore, this is not just an issue of “low income” housing. It is a need for housing at many levels of household income. Upwardly Mobile Inner-City Residents appear to be most concerned

about the City's supply of housing. In fact, they don't want "low income" housing per se, but rather desire quality housing in a good neighborhood that they can afford.

This issue will not be easy for the city of Lowell to solve. While those at the lowest levels of income are more amenable to increasing density to enhance the supply of low cost housing, this is not the case for Upwardly Mobile Inner-City residents, who share their neighborhoods with them. This segment wants the inner-city "cleaned-up," and is unsure whether increased density is a good thing.

The lack of a sufficient stock of affordable housing is a concern among all socio-economic groups.

- The Diverse Blue Collar segment is more likely to be willing to accept higher density to achieve affordable housing for themselves.
- Conversely, the Upwardly Mobile Inner-City Residents are less likely to want high density.

To address these diverse needs, the City needs a two-track program with some high density, lowest cost housing and some more modest density at more modest cost. Both types need to be available in Lowell's more urban areas where members of these segments are living.

### **#5 Retain and Improve Lowell's Attractive Cost of Living**

While not unexpected, Lowell's residents note a perceived gap between the importance of *Cost of Living* and what they are being charged in property taxes. (We would expect that in any community, residents would say that their property taxes are too high.) However, the City needs to recognize its residents' sensitivity to issues that require an increase in taxes. Upscale Residents are particularly sensitive to property tax increases.

As many of the needed neighborhood improvements are in Lowell's more urban locales, relying solely on property tax increases will place undue burden on the suburban neighborhoods to "ante up" without gaining an equal benefit in return. This will clearly cause conflict among residents. To prevent this conflict, the City should look toward obtaining any available federal or state funding for the purposes of neighborhood revitalization. Engaging a

professional grant writer to aid neighborhood associations in obtaining funds could offer the City a positive return on its investment.

#### **#6 Economic Development is Invited – Value Clashes Can be Avoided**

Many residents, particularly Diverse Blue-Collar Families, desire more jobs in town. This segment is open to jobs coming from a variety of areas: new, upscale businesses, support of tourism, or traditional blue-collar factories. At the same time, many residents also want controls placed on how economic development is pursued. While they encourage new job creation, they would prefer that it not detract from the City's character/appeal.

- Development of employment opportunities might be sought via adaptive reuse of historic structures for light manufacturing, retail or professional service options.
- Downtown jobs need to insure employment to those at the lower end of the pay scale.

While residents do not feel that bringing upscale businesses to Lowell is totally necessary for city survival, neither do residents appear completely “wedded” to their blue collar roots. Upscale Residents would actually like to see more stores and businesses targeted to their needs opening in the downtown area. Diverse Blue Collar Families also see a benefit for them in such growth – jobs.

However, as cost of living is so important to so many, development considerations should be placed on how “upscaling” the City could drive housing costs ever higher – a result not wanted by anyone. Perhaps the goal should not be “Newburyport,” but rather a collection of shops and businesses downtown that better reflect the City's diverse nature.

- Shops and tourism businesses could bring Lowell's unique cultures to the attention of tourists and City residents alike – for the economic benefit of all.
- Cultural festivals designed to showcase the City's new diversity might begin the process.

#### **#7 Rethink Communication and Community Participation**

As younger residents are significantly less likely to be satisfied with living in Lowell, the City should “rethink” how it communicates to them and how it includes them in community decision-making. Younger residents (especially those new to the City) may not feel

comfortable voicing their issues. They may also feel as though the City does not have their needs in mind.

Therefore consideration should be given to ways of expanding communication with and participation by this group.

As the Department of Planning and Development works toward developing its master plan, it should be remembered that five distinct groups live in Lowell, and the passions for and concerns about the City differ greatly among them. The views and attitudes of these groups should be kept in mind during planning steps as well as when communicating the plan to residents.

**1) Diverse Blue-Collar Families** (14% of households)

While generally happy with living in Lowell, these families are decidedly focused on obtaining job opportunities within the City. They would welcome an increase in the supply of lower cost housing (apartments), at a density that makes truly affordable rents possible.

The Asian peoples of this segment are also particularly focused on job creation. They don't really care if Lowell stands for tourism, upscale businesses or factory work – they want job opportunities.

The Asian component to this segment also does not feel that enough cultural events or festivals are planned for them. Asians would also like to see more recreation facilities targeted to their needs.

**2) Upwardly Mobile Inner-City Residents** (21% of households)

These residents are generally unhappy living in Lowell. Most see a great need to clean up the neighborhoods in which they live. They are deeply concerned about the drugs and crime that they feel are apparent about them. While these residents want more affordable housing, they are less likely than Diverse Blue Collar Families to accept more density as the solution.



**3) New Residents** (15% of households)

People in this group have recently come to Lowell – perhaps because the cost of living is generally lower than in other communities in the area. They have lived elsewhere, and feel that Lowell does not rate so highly as a place to live today. This view could be, in part, due to the long-standing perceptions of Lowell by people living outside of Lowell.

New residents are less likely to be concerned with jobs in the City, for they most likely commute to jobs elsewhere. However, they want to keep the cost of living down in the City and prevent the City from doing anything that could harm their property values (such as unchecked industrial development).

New Residents are very likely to report dissatisfaction with the quality of Lowell's drinking water. Perhaps they simply have not yet grown accustomed to the taste, still preferring the water at their previous homes.

**4) Long Timers** (29% of households)

Most Long Timers are satisfied with living in Lowell. However, many do express concern over the quality and design of Lowell's walks and roads. They are also dismayed by the drug activity in the City.

**5) Upscale Residents** (21% of households)

Upscale Residents are generally pleased with life in the City. Not surprisingly, then, they don't see any need for the City to undertake improvements that will increase their property taxes. They would like to see more upscale stores and businesses catering to their needs open up in the downtown area. Therefore, should Lowell attract more business to the downtown area, they should be focused on serving the needs of this resident group.

## **Detailed Findings**

## I. Stated Aspects of Importance When Choosing a Community

Lowell residents were asked the importance of thirteen characteristics for evaluating a community. The majority of residents surveyed feel that all aspects questioned are important when choosing a community. However, at least seventy-five percent of residents agree that the following five are of high importance when choosing a community:

- *Police and Safety*
- *Schools*
- *Neighborhood Character*
- *Cost of Living*
- *Environmental Quality*

Those items that are of least importance when choosing a community are *Stores and Businesses* and *Recreational Opportunities*.

Base=1001	% Top Three Box (8 to 10)	Mean
Police and Safety	88	9.1
Schools	80	8.7
Neighborhood Character	76	8.5
Cost of Living	76	8.4
Environmental Quality	<u>75</u>	<u>8.4</u>
Housing	71	8.2
City Services	70	8.1
Community Pride	68	8.1
Job Opportunities	67	8.0
Roads, Transportation & Parking	66	8.0
Ethnic and Racial Equality	<u>65</u>	<u>7.9</u>
Stores and Businesses	59	7.7
Recreational Opportunities	56	7.4

## II. Satisfaction with Living in Lowell

Lowell residents are generally pleased with living in Lowell. Slightly more than half (54%) of Lowell residents would rate Lowell highly as a place to live (rating it an 8 to 10 on a ten-point scale).

	% Satisfied/Very Satisfied (8 to 10)	% Neutral to Dissatisfied (1 to 7)	Mean
Base = 1001			
<b>Total Residents</b>	54	44	7.5

While we do not have direct normative data to compare this satisfaction rating against, our searches of related citizen research suggest that satisfaction with Lowell may be lower than that for other cities.

Across Lowell's primary ethnic groups, a higher percentage of Hispanics and Cambodians are satisfied with the City, while a lower percentage of Blacks and Indians are satisfied.

		% Satisfied/Very Satisfied (8 to 10)	% Neutral to Dissatisfied (1 to 7)
	<b>Base</b>		
Hispanics & Brazilian	(122)	71	29
Cambodians	(85)	60	25
Caucasians (ex. Portuguese)	(636)	53	47
Portuguese	(23)	52*	48*
Other Asian (incl. Laotian)	(30)	40*	60*
Blacks	(36)	36*	64*
Indians	(20)	30*	70*
* Caution: small sample size			

Younger residents (18 to 35) are significantly less likely to be satisfied with the City than are older residents. A related trend is seen by occupation. Retirees are significantly more likely to be satisfied with Lowell than are professional/technical employees. Also, those with the lowest levels of education are most likely to be satisfied with living in Lowell.

	<b>Base</b>	<b>% Satisfied/Very Satisfied (8 to 10)</b>	<b>% Neutral to Dissatisfied (1 to 7)</b>
18-25	(94)	44	56
26-35	(211)	44	55
56-65	(100)	64	33
Over 65	(88)	72	26
Retirees	(138)	69	28
Professional/technical workers	(271)	47	53
Less than high school diploma	(141)	70	30
College graduate	(173)	47	53

Residents of the Downtown area and Belvidere are significantly more likely to be highly satisfied with Lowell than is the population overall. Conversely, those living in Lower Highlands are least likely to be highly satisfied with living in the City.

	<b>Base</b>	<b>% Satisfied/Very Satisfied (8 to 10)</b>	<b>% Neutral to Dissatisfied (1 to 7)</b>
Downtown	(59)	69	31
Belvidere	(101)	66	33
Lower Highlands	(39)	28*	72*
<i>* caution: small sample size</i>			

### III. Lowell Performance

In addition to overall satisfaction with Lowell, residents were asked to rate the city of Lowell on how well they believe it performs on a series of thirty-two civic items. Results are displayed on the next page.

So how do residents believe that Lowell performs? Unfortunately, of the 32 items rated by residents, fewer than one-third (only ten) are ranked highly (scoring an 8,9 or 10 on a ten point scale) by a majority. However, there is a large dispersion across the ratings, indicating that residents do have a very clear view of what they believe the City is doing well, and what it needs to improve upon.

The most residents evaluate the City highly on *A city that preserves its historic places*, *Good trash removal*, and *Plenty of public events and festivals*, with at least two-thirds of residents positively acknowledging the City for a job well done.

Additionally, more than half of residents feel that Lowell does a good job on providing a *Good recycling program*, *Plenty of cultural activities*, *A place where I feel safe*, *A police presence in my neighborhood*, *Neighbors that get along well*, and *Not feeling crowded in my neighborhood*.

The majority of characteristics were given neutral to negative scores by residents. Those items where the fewest number of residents rated Lowell highly (fewer than 40% of households gave the City a “good rating”) include: *Lots of job opportunities for me in the City*, *Enough parking*, *A good variety of stores downtown*, *A good selection of housing that I can afford*, *Reasonable property taxes*, *Well maintained roads and sidewalks*, *Traffic that moves freely through town*, *Convenient pathways for pedestrians and bicyclists*, *Downtown restaurants and cafes are open later in the evening*, and *Streets and walkways are well designed*.

### Lowell Performance Scores

Base=1001	% Top Three Boxes (8 to 10)	% Bottom Three Boxes (1 to 3)	Mean
A city that preserves its historic places	71	3	8.2
Good trash removal	71	5	8.1
Plenty of public events and festivals	68	4	8.0
Good recycling program	60	6	7.7
Plenty of cultural activities	60	5	7.7
A place where I feel safe	58	6	7.5
A police presence in my neighborhood	55	9	7.3
Not feeling crowded in my neighborhood	54	10	7.2
Neighbors who get along well	53	8	7.4
Good public transportation	51	5	7.4
Parks and recreational areas that meet my needs	50	7	7.1
Good snow removal	49	10	7.0
Stores in my neighborhood that meet my basic shopping needs	49	13	6.8
Good public schools	48	6	7.3
Residents are well informed about the City	47	10	7.0
Everyone is treated fairly by city officials	43	10	6.9
Residential housing is well-maintained	43	8	6.9
Lots of positive activities for children and teens	42	9	6.9
A clean and attractive city	42	8	6.9
Good quality drinking water	42	13	6.7
No noticeable drug activity	41	16	6.5
English classes offered at convenient times and places	38	4	7.4
Streets and walkways are well designed	33	11	6.4
Convenient pathways for pedestrians and bicyclists	33	13	6.2
Downtown restaurants and cafes open later in the evening	32	12	6.3
Well maintained roads and sidewalks	32	15	6.1
Traffic that moves freely through town	31	16	6.1
Good selection of housing that I can afford	31	18	5.9
Enough parking	29	20	5.8
Reasonable property taxes	28	16	6.0
A good variety of stores downtown	28	16	5.9
Lots of job opportunities for me in the City	22	19	5.7

## IV. Importance Versus Performance

In this survey, we asked residents the importance of a series of general aspects of a community. However, when we asked them how Lowell performs against these community aspects, we offered participants a more detailed list of civic items to measure against. This was to provide the city of Lowell more detail in the understanding of their weak and strong areas.

To compare importance to performance, we therefore have to make assumptions on how Lowell's performance areas match the more general importance areas. Our assumptions are the following:

Importance Area	Performance Area
City Services	Good trash removal
City Services	Good recycling program
City Services	Good snow removal
City Services	Residents are well informed about the City
Cost of Living	Reasonable property taxes
Environmental Quality	Good quality drinking water
Ethnic and Racial Equality	Everyone is treated fairly by city officials
Ethnic and Racial Equality	English classes offered at convenient times and places
Housing	Residential housing is well-maintained
Housing	Good selection of housing that I can afford
Job Opportunities	Lots of job opportunities for me in the City
Neighborhood Character	A city that preserves its historic places
Neighborhood Character	Not feeling crowded in my neighborhood
Neighborhood Character	Neighbors who get along well
Neighborhood Character	A clean and attractive city
Police and Safety	A place where I feel safe
Police and Safety	A police presence in my neighborhood
Police and Safety	No noticeable drug activity
Recreational Opportunities	Plenty of public events and festivals
Recreational Opportunities	Plenty of cultural activities
Recreational Opportunities	Parks and recreational areas that meet my needs
Recreational Opportunities	Lots of positive activities for children and teens
Roads, Transportation and Parking	Good public transportation
Roads, Transportation and Parking	Streets and walkways are well designed
Roads, Transportation and Parking	Convenient pathways for pedestrians and bicyclists
Roads, Transportation and Parking	Well maintained roads and sidewalks
Roads, Transportation and Parking	Traffic that moves freely through town
Roads, Transportation and Parking	Enough parking
Schools	Good public schools
Stores and Businesses	Stores in my neighborhood that meet my basic shopping needs
Stores and Businesses	Downtown restaurants and cafes open later in the evening
Stores and Businesses	A good variety of stores downtown



When comparing attribute importance to Lowell's performance on components of those attributes, we see areas where Lowell is not performing up to the expectations of its residents. When comparing an item's relative importance\* to its relative performance\* we see several items show a performance gap, whereby an item's importance rank is higher than its performance rank.

Those items with the largest gap between their importance and Lowell's perceived performance are:

- *No noticeable drug activity*
- *Reasonable property taxes*
- *A police presence in my neighborhood*
- *A place where I feel safe*
- *Good selection of housing that I can afford*
- *Lots of job opportunities for me in the City*

So, while *No noticeable drug activity* performed moderately versus other performance items, because *Police and Safety* is so important to residents, its negative gap becomes quite large.

Those items offering a positive importance/performance relationship include: *Plenty of public events and festivals*, *Plenty of cultural activities*, *Parks*, *Activities for children* and *Trash removal*. So, in other words, Lowell is performing better on these items than their importance would warrant.

\*Relative importance rank is calculated as an index of top 3 box scores – to assure discrimination across the items. Relative performance rank is calculated as an index of mean scores.

### Importance Versus Performance

Total Residents	Importance Index	Performance Index	Gap
No noticeable drug activity	124	94	-30
Reasonable property taxes	107	87	-20
A police presence in my neighborhood	124	106	-18
A place where I feel safe	124	109	-15
Good selection of housing that I can afford	100	86	-15
Lots of job opportunities for me in the City	95	83	-12
Enough parking	93	84	-9
Good quality drinking water	106	97	-9
A clean and attractive city	107	100	-7
Good public schools	113	106	-7
Traffic that moves freely through town	93	89	-5
Well maintained roads and sidewalks	93	89	-5
Convenient pathways for pedestrians and bicyclists	93	90	-3
Not feeling crowded in my neighborhood	107	105	-3
Streets and walkways are well designed	93	93	0
Residential housing is well-maintained	100	100	0
Neighbors who get along well	107	107	0
A good variety of stores downtown	83	86	+2
Residents are well informed about the City	99	102	+3
Good snow removal	99	102	+3
Downtown restaurants and cafes open later in the evening	83	92	+8
Everyone is treated fairly by city officials	92	100	+8
A city that preserves its historic places	107	119	+12
Good recycling program	99	112	+13
Good public transportation	93	107	+14
Stores in my neighborhood that meet my basic shopping needs	83	99	+15
English classes offered at convenient times and places	92	107	+16
Good trash removal	99	118	+19
Lots of positive activities for children and teens	79	100	+21
Parks and recreational areas that meet my needs	79	103	+24
Plenty of cultural activities	79	112	+33
Plenty of public events and festivals	79	116	+37

The indexes are calculated as the percent difference from the average score (top box or mean) for that category, then multiplied by 100. For example, the top 3 box importance of “no noticeable drug activity” is 88%, 24% higher than the average top box score of all items (71%), which leads to an index of 124. Conversely, Lowell’s performance on that item is 6% lower than the average mean performance score, leading to an index of 94. Subtracting one index from another, we therefore see a negative 30 point difference between relative importance and relative performance.

### Importance Versus Performance - Chart

Shown another way, in this chart, the shaded areas show those items where Lowell's performance falls short of expectations. In non-shaded areas, Lowell meets or exceeds residents' expectation.

		Importance		
		Very Important	Moderately Important	Less Important
	Good	<ul style="list-style-type: none"> <li>A city that preserves its historic places</li> </ul>	<ul style="list-style-type: none"> <li></li> <li></li> <li></li> <li>at convenient times and places</li> </ul>	<ul style="list-style-type: none"> <li>and festivals</li> <li>activities</li> </ul>
Performance	Fair	<ul style="list-style-type: none"> <li></li> <li></li> <li>neighborhood</li> <li></li> <li>neighborhood</li> <li>well</li> <li></li> <li></li> <li>water</li> </ul>	<ul style="list-style-type: none"> <li>well maintained</li> <li>informed</li> <li></li> <li>transportation</li> <li>by city officials</li> </ul>	<ul style="list-style-type: none"> <li>Stores in my neighborhood that meet my basic shopping needs</li> <li>Lots of positive activities for children and teens</li> <li>Parks and recreational areas that meet my needs</li> </ul>
	Poor	<ul style="list-style-type: none"> <li></li> <li></li> </ul>	<ul style="list-style-type: none"> <li>housing that I can afford</li> <li>are designed to keep accidents from happening</li> <li>pedestrians and bicycles</li> <li>through town</li> <li>and sidewalks</li> <li></li> <li></li> <li>for me in the City</li> </ul>	<ul style="list-style-type: none"> <li>Downtown restaurants and cafes open later in the evening</li> <li>A good variety of stores downtown</li> </ul>

## V. Resource Trade-Offs

In this survey, interviewers explained how “in a city of limited resources, often trade-offs must be made.” Given this introduction, residents told us what trade-offs they were willing to make on development issues in Lowell.

### 1) City Appearance

The majority of residents would rather keep city taxes low than pay for aesthetic improvements via increased taxes.

Base=1001	Total
	%
Make the City look better, but charge more in taxes	35
Keep the City the way it is, without charging higher taxes	60

The longer someone has lived in Lowell, the more likely they are to state that they are not willing to pay more in taxes to spruce up the City. Forty-eight percent of those moving to Lowell within the last two years are willing to pay more in taxes to improve the City’s appearance, but only 29% of those living in Lowell their entire lives are willing to do so.

Those who are least satisfied with living in Lowell are also more likely to be willing to raise taxes to improve appearances than are those who are satisfied with the City (40% vs. 32%). Asians are more apt to agree to raise taxes to improve the City’s appearance than are those from other cultures (44%).

### 2) Traffic Flow

Three-quarters of City residents prefer slowing speeds to protect people and quiet neighborhoods, to making the City easier to drive by widening roads and removing stop signs.

Base=1001	Total
	%
Make the City easier to drive – widen roads and remove stops	19
Slow speed to protect people and quiet neighborhoods	77

Those living in the Downtown area are more likely than other residents to want to make the City easier to drive (31%) – perhaps because they face the most congestion. Those who most recently moved to Lowell (2 years or less) are also more likely to want to make the city easier to drive (27%).

Asians are less likely to want to slow speeds to quiet neighborhoods (65%).

### 3) Density

Density is clearly a controversial issue in Lowell. Half of residents (48%) of residents want cheaper housing and will accept increased density as a result. However, nearly as many (44%) are not willing to accept this trade-off, and would prefer to reduce density in their City.

Base=1001	Total
	%
Make houses cheaper by building more, but with more density	48
Create space by removing buildings, causing housing costs to increase	44

#### 4) Neighborhood versus Downtown Improvements

A majority of residents (60%) would prefer the City to focus improvements at the neighborhood level than in the downtown/gateways.

Base=1001	Total
	%
Make the area nicer by improving the downtown and gateways	36
Located your home in a nicer area by improving neighborhoods	60

Asians are also more likely to desire improvements to the downtown, with half (53%) choosing this option over neighborhood improvements.

#### 5) Recreation Improvements

Another split issue among the population is what recreation improvements are most needed. One-third each selected *More equipment* and *More athletic parks* (35% each). Roughly one quarter want *More open space for passive parks*.

Base=1001	Total
	%
More equipment, such as swing sets	35
More athletic courts	35
More open space for passive parks	26

Asians and those with incomes below \$30k are more likely to want more equipment for parks, such as swing sets, in their neighborhoods (47% and 45%, respectively, versus 35%).

Expectedly, parents are more likely than those without children to want more park equipment (43% vs. 29%).

## 6) Construction Codes

A majority of Lowell residents prefer to *Regulate construction to protect the historic character of Lowell* (63%), rather than to *Promote construction with fewer restrictions* (31%).

The majority of residents in all segments wish to retain the historic character of the City. However, retaining historic character is important to even more suburban residents than to those living in the inner-city (59% vs. 67%).

Base=1001	Total
	%
Regulate construction to protect historic character	63
Promote construction with fewer restrictions	31

Regulation is even more important to homeowners, with 69% making this choice.

Those with the highest levels of education and income are even more likely to want construction regulation. Those at the lower ends are less likely. However, Hispanics are the only group analyzed who are more likely to prefer open construction to regulation (52% vs. 45%).

## 7) Economic Development

Economic development is also a divisive issue among the resident population. Half of Lowell residents want the development of jobs to take precedence over the protection of residents from development (50%). Nearly as many want their property protected from development (46%).

Centralville and Christian Hill residents are significantly more likely to want jobs created (each at 59%). Asians (60%) and Blue collar workers (58%) also prefer jobs over residential protection.

Base=1001	Total
	%
Create jobs by bringing in development city-wide	50
Protect residents by limiting development nearby	46

#### 8) Promotion of City

When asked which they prefer, Promoting Lowell as a desirable place in Greater Boston, or *Promoting Lowell as a unique city apart from Boston*, the majority of residents want Lowell to be uniquely promoted (71%).

Base=1001	Total
	%
Promote Lowell as a desirable place in Greater Boston	26
Promote Lowell as a unique city apart from Boston	71

#### 9) Housing Code Enforcement

Most Lowell residents believe that housing codes should be enforced, even if it might impinge upon the rights of private property owners (64%).

Base=1001	Total
	%
Protect quality of life by enforcing housing codes	64
Protect private property rights of owners	32

Even a majority of homeowners (64%) believe that housing codes should be enforced.



## VI. Attitudes Toward Lowell

Residents were asked on a four-point scale their level of agreement or disagreement with certain attitude statements regarding Lowell. The following charts combine the four points into two – agree or disagree.

### 1) Upscale Development

***The future of Lowell rests with bringing upscale stores and services to town***

The majority of residents **disagree** that the future of Lowell rests in going upscale (72%).

Base=1001	Total
	%
Disagree	72
Agree	25

A significantly higher portion of Asians (48%) agree that upscale stores and services should be brought to town. It may be hypothesized that Asians' concern for increased employment has influenced this response.

### 2) Acceptance of New Immigrants

***Lowell should continue to welcome immigrants to the community***

The majority of residents also **disagree** that Lowell should continue to be welcoming to immigrants (73%). Asians are most likely to agree with this statement, with nearly half believing that immigrants should be welcomed (45%).

Base=1001	Total
	%
Disagree	73
Agree	24

### 3) "Blue-Collar" Identity

#### ***Lowell should remain a blue-collar town***

While the majority of residents do not believe the future of Lowell rests in bringing upscale businesses to town, a majority also believe that Lowell should not remain a blue-collar town (58%).

Base=1001	Total
	%
Disagree	58
Agree	35

More than half of Asians would prefer Lowell to remain blue collar (55%), while only 41% of blue collar workers would like Lowell to remain a blue collar town.

### 4) Lowell as a Tourist Destination

#### ***Promoting Lowell as a tourist destination benefits the residents greatly***

Most residents (80%) do not believe that promoting Lowell as a tourist destination benefits them greatly.

Base=1001	Total
	%
Disagree	80
Agree	18

Only ten percent of Pawtucketville residents would agree with this statement. Conversely, fully half of Asians would agree that tourism benefits Lowell's residents greatly (47%). Once again, Asians' desire for job opportunities in Lowell appears to be driving their affirmative response.

## **VII. What One Thing Should Lowell do to Improve Itself?**

Residents were asked to volunteer one improvement that Lowell can make. Overall, their responses were dispersed across many topics. Responses are tallied at the end of this report.

As is often seen in research studies of this kind, the top mentions by residents correspond strongly to what they acknowledged to be most important in their rating a community. The highest mentions were:

- Increase residents' level of safety (for example, by reducing crime and drugs, or increasing police presence)
- Improve the public schools
- Create more affordable housing
- Improve the City's appearance
- Bring in new jobs

## VIII. Identification of Key Resident Segments

### 1. Segment Differentiators

The most insightful examination of our survey has been through analyzing the views of key resident clusters. Through a combination of discriminant analysis and clustering techniques, five key segments (clusters) of Lowell residents were identified. These clusters were formed based on similarity of views regarding how Lowell is performing across the key attributes used in this research.

In other words, five groupings of residents were found. Each group holds unique views regarding how well they believe Lowell is performing.

For example, most members of Segment 1 believe that Lowell is performing well on items such as schools, taxes and parking. Most do not believe Lowell is performing particularly well in the areas of public events and cultural activities.

Conversely, most members of Segment 2 believe that Lowell is doing a fine job with public events and cultural activities, but find parking to be a poor performance area for Lowell.

Segment Drivers: Segment 1	
Positive Differentiators	Negative Differentiators
<ul style="list-style-type: none"> <li>• No noticeable drug activity</li> <li>• Well maintained roads and sidewalks</li> <li>• Enough parking</li> <li>• Good quality drinking water</li> <li>• Neighbors that get along well</li> <li>• Good public schools</li> <li>• Reasonable property taxes</li> <li>• Good selection of housing that I can afford</li> </ul>	<ul style="list-style-type: none"> <li>• Plenty of public events and festivals</li> <li>• Plenty of cultural activities</li> <li>• Downtown restaurants and cafes open later in the evening</li> <li>• Parks and recreational areas that meet my needs</li> </ul>

Segment Drivers: Segment 2	
Positive Differentiators	Negative Differentiators
<ul style="list-style-type: none"> <li>• Plenty of public events and festivals</li> <li>• Plenty of cultural activities</li> <li>• Downtown restaurants and cafes open later in the evening</li> <li>• Parks and recreational areas that meet my needs</li> <li>• Streets and walkways designed to keep accidents from happening</li> <li>• Convenient pathways for pedestrians and bicycles</li> <li>• Traffic that moves freely through town</li> </ul>	<ul style="list-style-type: none"> <li>• No noticeable drug activity</li> <li>• Well maintained roads and sidewalks</li> <li>• Enough parking</li> <li>• A place where I feel safe</li> <li>• Lots of positive activities for children and teens</li> </ul>

Segment Drivers: Segment 3	
Positive Differentiators	Negative Differentiators
<ul style="list-style-type: none"> <li>• A good variety of stores downtown</li> <li>• Stores in my neighborhood that meet my basic shopping needs</li> <li>• Good recycling program</li> <li>• Lots of job opportunities for me in the City</li> </ul>	<ul style="list-style-type: none"> <li>• Not feeling crowded in my neighborhood</li> <li>• Good trash removal</li> <li>• Good snow removal</li> <li>• Residents are well informed about city services and activities</li> <li>• A police presence in my neighborhood</li> </ul>

Segment Drivers: Segment 4	
Positive Differentiators	Negative Differentiators
<ul style="list-style-type: none"> <li>• A place where I feel safe</li> <li>• Lots of positive activities for children and teens</li> <li>• Good quality drinking water</li> <li>• Neighbors that get along well</li> <li>• Good public schools</li> </ul>	<ul style="list-style-type: none"> <li>• No noticeable drug activity</li> <li>• Well maintained roads and sidewalks</li> <li>• Enough parking</li> </ul>

Segment Drivers: Segment 5	
Positive Differentiators	Negative Differentiators
<ul style="list-style-type: none"> <li>• Not feeling crowded in my neighborhood</li> <li>• Good trash removal</li> <li>• Good snow removal</li> <li>• Residents are well informed about city services and activities</li> <li>• A police presence in my neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>• A good variety of stores downtown</li> <li>• Stores in my neighborhood that meet my basic shopping needs</li> </ul>

## **2. Segment Descriptors**

While the clusters were formed by grouping those with like-minded attitudes toward Lowell, key demographic similarities also emerge for each cluster. These demographic relationships allow us to apply descriptive terminology to the clusters, and sort them in a meaningful way. Note that we have ordered these segments based on their placement along the socio-economic continuum. The remainder of this report will focus on differences among these segments.

**Segment 1: Diverse Blue-Collar Families**

**Segment 2: Upwardly Mobile Inner-City Residents**

**Segment 3: New Residents**

**Segment 4: Long Timers**

**Segment 5: Upscale Residents**

<b>Segment 1</b> 14% of Households	<b>Diverse Blue-Collar Families</b>	<ul style="list-style-type: none"> <li>• Least likely to have lived in Lowell entire life</li> <li>• Least likely to live in "upscale" neighborhoods</li> <li>• Least likely to live in single family home</li> <li>• Most likely to live in apartment or duplex</li> <li>• Most likely to rent</li> <li>• Largest households</li> <li>• Most likely to have children</li> <li>• Most likely to have children enrolled in Lowell public schools</li> <li>• Least likely to be Caucasian</li> <li>• Most likely to be Asian or Hispanic</li> <li>• Most likely to be employed in a blue collar job</li> <li>• Least likely to have gone to college</li> <li>• Most likely to have income less than \$30k</li> <li>• Most likely not to know what neighborhood they live in</li> </ul>
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<b>Segment 5</b> 21% of households	<b>"Upwardly Mobile Inner-City Residents"</b>	<ul style="list-style-type: none"> <li>• Least likely to be new comers to Lowell</li> <li>• Most likely to live in "more urban" neighborhoods</li> <li>• More likely to rent</li> <li>• Directionally more Hispanics</li> <li>• Youngest group</li> <li>• Less likely to be a college graduate or to have high income</li> <li>• Higher income/education than segment 1</li> <li>• Less likely to work in blue collar job than segment 1</li> </ul>
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<b>Segment 2</b> 15% of households	<b>New Residents</b>	<ul style="list-style-type: none"> <li>• Most likely to be new to Lowell</li> <li>• Most likely to be of "new homesteading" age (26-35)</li> <li>• Least likely to be elderly</li> </ul>
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<b>Segment 4</b> 29% of households	<b>Long Timers</b>	<ul style="list-style-type: none"> <li>• Most likely to have lived in Lowell for their entire lives</li> <li>• Likely to own a single family home</li> <li>• Least likely to have children in home</li> <li>• Likely to be Caucasian</li> <li>• Most likely to be over 65</li> <li>• Least likely to have income under \$30k</li> </ul>
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<b>Segment 3</b>	<b>Upscale Residents</b>	
21% of households		<ul style="list-style-type: none"> <li>• Most likely to live in Pawtucketville and Lowell "Upscale" Neighborhoods</li> <li>• Least likely to live in "more urban" neighborhoods</li> <li>• Likely to own a single family home</li> <li>• Smallest household size</li> <li>• Least likely to have their children enrolled in Lowell public schools</li> <li>• Likely to be Caucasian</li> <li>• Highest education</li> <li>• Highest income</li> </ul>



## IX. Segment Importance and Satisfaction

### 1. Segment Choices for Choosing a Community

All segments consider *Police and Safety* to be the most important consideration when judging a community. In four of the five segments, the quality of the City's *Schools* ranks second. Understandably, Long Timers place a slightly lower rating on *Schools*, as they are the oldest segment of residents in Lowell (and least likely to have school-aged children).

Diverse Blue-Collar Families is the only resident group ardently concerned about local *Job opportunities*. They also rate *Housing* as a very important community consideration. *Cost of Living* is more important to New Residents and Upwardly Mobile Inner-City Residents, while *Neighborhood Character* is clearly important to more Long Timers and Upscale Residents.

A majority of those in four out of five segments would also rate *Environmental Quality* as being a very important consideration when choosing a community.

#### Top Five Items When Rating a Community

Diverse Blue-Collar Families	Upwardly Mobile Inner-City Residents	New Residents	Long Timers	Upscale Residents
#1 Police & Safety	#1 Police & Safety	#1 Police & Safety	#1 Police & Safety	#1 Police & Safety
#2 Schools	#2 Schools	#2 Schools	#2 Neighborhood Character	#2 Schools
#3 Job Opportunities	#3 Cost of Living	#3 Cost of Living	#3 Schools	#3 Neighborhood Character
#4 Housing	#4 Neighborhood Character	#4 Neighborhood Character	#4 Cost of Living	#4 Cost of Living
#5 Neighborhood Character	#5 Environmental Quality	#5 Environmental Quality	#5 Environmental Quality	#5 Environmental Quality

## 2. Segment Satisfaction With Living in Lowell

Upscale Residents are most likely to have a high view of the City as a place to live, with two-thirds 62% rating it either an 8,9 or 10 (62%). Conversely, New Residents and Upwardly Mobile Inner-City Residents are most likely to be dissatisfied with Lowell. Fewer than half New Residents rate it as a good place to live (44%), while nearly half of Upwardly Mobile Inner-City Residents rate it as a good place to live (48%). In other words, those falling toward the center of the socio-economic continuum are the least satisfied with living in Lowell.

		% Satisfied/ Very Satisfied (8 to 10)	% Neutral to Dissatisfied (1 to 7)	Mean
<b>Total</b>	<b>Base</b>			
	1001	54	44	7.5
<b>Segments</b>				
Diverse Blue-Collar Families	143	58	38	7.6
Upwardly Mobile Inner-City Residents	205	48	50	7.1
New Residents	151	44	57	7.2
Long Timers	285	57	42	7.7
Upscale Residents	213	62	37	7.9

## X. Key Segment Differences

### 1. Diverse Blue-Collar Families

When reviewing Lowell's performance across a number of areas, Diverse Blue-Collar Families hold some differing views from the population at large:

- More Diverse Blue-Collar Families rate Lowell lower on *Plenty of cultural events* and *Plenty of public events and festivals* than do the other resident segments. As many in this group are of Asian descent, they may feel that there is a need for more Asian-specific activities.
- More of this group rate Lowell lower on *Good recycling program* than do other segments.
- Diverse Blue Collar Families are less likely to feel that Lowell's parks meet their needs. However, this group is the least likely to want *More open space for passive parks*. They are looking more for sporting fields or equipment tailored to their recreation choices.

When comparing attribute importance to Lowell performance on those issues, we see some differences by segment in key "poor performance areas" and "good performance areas."

Diverse Blue-Collar Families in general have smaller gaps than other segments, indicating that overall Lowell's performance is more in line with their expectations. This segment does, however, feel that the City should be doing better on the key issues of drug activity, affordable housing, jobs, and general safety issues.

**Key Positive and Key Negative Performance Gaps**  
***Diverse Blue Collar Families***

	<b>Importance Index</b>	<b>Performance Index</b>	<b>Performance Gap</b>
No noticeable drug activity	122	104	-19
Good selection of housing that I can afford	105	88	-17
Lots of job opportunities for me in the City	101	84	-17
A police presence in my neighborhood	122	108	-14
A place where I feel safe	122	108	-14
A good variety of stores downtown	83	107	+24
Stores in my neighborhood that meet my basic shopping needs	83	112	+30

Diverse Blue-Collar Families are the most different segment with regard to their attitudes toward the City and what Lowell represents to them. For example, while the majority of residents in Lowell would disagree that the future of Lowell rests in going upscale, members of this segment are the least likely to disagree with the idea of going “upscale.”

While most residents do not believe that promoting Lowell as a tourist destination benefits them greatly (80%), Diverse Blue-Collar Families are most likely to see tourism as a benefit to the City. However, even a majority of these households (61%) do not see tourism as a great advantage. This segment appears to be more positive towards any economic development activity that can bring additional jobs.

Because they want more affordable housing, unlike other segments, almost two-thirds of Diverse Blue Collar Families would accept increased density to lower housing costs.

Finally, as this segment is the most likely to be populated with people of color, they are also the most likely to be accepting of future immigrants. However, even a majority of this segment (64%) no longer want Lowell to welcome immigrants.

## 2. Upwardly Mobile Inner-City Residents

In terms of Lowell's performance,

- Most Upwardly Mobile Inner-City Residents seem to be concerned that Lowell is doing a poor job of controlling drug activity
- They are also more likely to feel crowded than other residents.
- They are also more likely to feel that.
- Upwardly Mobile Inner-City residents are less likely to feel that Lowell provides an adequate supply of quality housing that they can afford.
- This segment is more likely to rate Lowell low on *A place where I feel safe*, and *Neighbors who get along*, than are other segments.

When comparing attribute importance to Lowell's performance, Upwardly Mobile Inner-City Residents believe that Lowell should be performing much better on *Police and Safety* issues, and specifically with curbing drug activity in their neighborhoods. Most feel the City performs well on its recreational activities and waste disposal.

### Key Positive and Key Negative Performance Gaps Upwardly Mobile Inner-City

	Importance Index	Performance Index	Performance Gap
No noticeable drug activity	125	52	-73
A place where I feel safe	125	95	-30
Reasonable property taxes	108	86	-22
A police presence in my neighborhood	125	104	-21
Good selection of housing that I can afford	94	74	-20
Good public transportation	94	114	+20
English classes offered at convenient times and places	93	114	+21
Lots of positive activities for children and teens	80	102	+22
Stores in my neighborhood that meet my basic shopping needs	84	107	+22
Good recycling program	97	125	+28
Good trash removal	97	126	+29
Parks and recreational areas that meet my needs	80	110	+30
Plenty of cultural activities	80	117	+37
Plenty of public events and festivals	80	125	+44

While Upwardly Mobile Inner-City Residents share the desire of Diverse Blue Collar Families for more affordable housing, they are not resolute in their acceptance of increased density as a solution. While almost two-thirds of their inner-city neighbors would accept increased density to lower housing costs, significantly fewer Upwardly Mobile Inner-City Residents would choose that result. They are just as likely to be split on the issue as the other segments.

However, they clearly want improvements at the neighborhood level. While 60% of residents would prefer the City to focus improvements at the neighborhood level than in the downtown/gateways, this is even more likely to be true of Upwardly Mobil Inner-City Residents.

### 3. New Residents

On performance issues, most New Residents have a low opinion of the quality of Lowell's drinking water. Comparing to expectations, Lowell's drinking water also shows a significant performance gap. New Residents also show negative performance gaps with the City's residential tax structure and *Police and Safety* issues. They believe the City does a good job with neighborhood businesses and recreational activities.

#### Key Positive and Key Negative Performance Gaps New Residents

	Importance Index	Performance Index	Performance Gap
Good quality drinking water	114	62	-52
Reasonable property taxes	108	87	-21
A police presence in my neighborhood	125	104	-21
Good selection of housing that I can afford	104	85	-18
Downtown restaurants and cafes open later in the evening	81	99	+18
Parks and recreational areas that meet my needs	76	103	+27
Stores in my neighborhood that meet my basic shopping needs	81	107	+27
Lots of positive activities for children and teens	76	110	+34
Plenty of cultural activities	76	116	+40
Plenty of public events and festivals	76	121	+44

New Residents are concerned with keeping their taxes low, and maintaining and improving the quality of the neighborhoods in which they live. For example, New Residents are also less likely to be willing to pay more in taxes than Diverse Blue-Collar Families for city appearance improvements. Also, New Residents are significantly more likely to want their residential property to be protected, rather than to create new jobs in the City.

#### 4. Long Timers

Across performance indicators:

- Long Timers are more likely to be negative to the design of Lowell's streets and walkways than are other groups.
- They are also less likely to think Lowell does a good job of providing *Convenient pathways for pedestrians and bicyclists*.
- They are also most likely to be negative in terms of the traffic flow through town.
- More Long Timers rate Lowell's public transportation low than do so in other segments.
- Finally, they are most likely to be disturbed by the parking problem in town.

When comparing performance to importance, most Long Timers are also concerned about drugs in Lowell, but continue to have key needs for improvements in Lowell's roads and parking.

On a positive note, most believe the City does well with its recreational activities.

**Key Positive and Key Negative Performance Gaps**  
**Long Timers**

	Importance Index	Performance Index	Performance Gap
No noticeable drug activity	124	93	-31
Enough parking	92	70	-22
Traffic that moves freely through town	92	71	-21
Convenient pathways for pedestrians and bicyclists	92	71	-21
A police presence in my neighborhood	124	104	-21
Reasonable property taxes	109	89	-20
Well maintained roads and sidewalks	92	72	-19
Lots of positive activities for children and teens	79	108	+29
Parks and recreational areas that meet my needs	79	109	+30
Plenty of cultural activities	79	123	+44
Plenty of public events and festivals	79	126	+47

## 5. Upscale Residents

Upscale residents are most likely to feel that Lowell does not have adequate downtown stores and businesses. Compared with others, Upscale Residents are the segment most likely to want improvements to Lowell's downtown and gateways.

Upscale Residents see the largest gap with Lowell's property tax structure. Supporting this, Upscale Residents are significantly more likely than those living in the inner-city *not* to want to pay additional taxes to improve the appearance of the City.

They are also looking for jobs – but more “high end” positions. Once again, this segment is most satisfied with Lowell's recreation activities. Therefore, it is not surprising that Upscale Residents are least likely to want *More Equipment* for Lowell's parks.

Upscale Residents, who include a large proportion of Caucasians, are the group most likely to want to discontinue immigration to Lowell (80%).

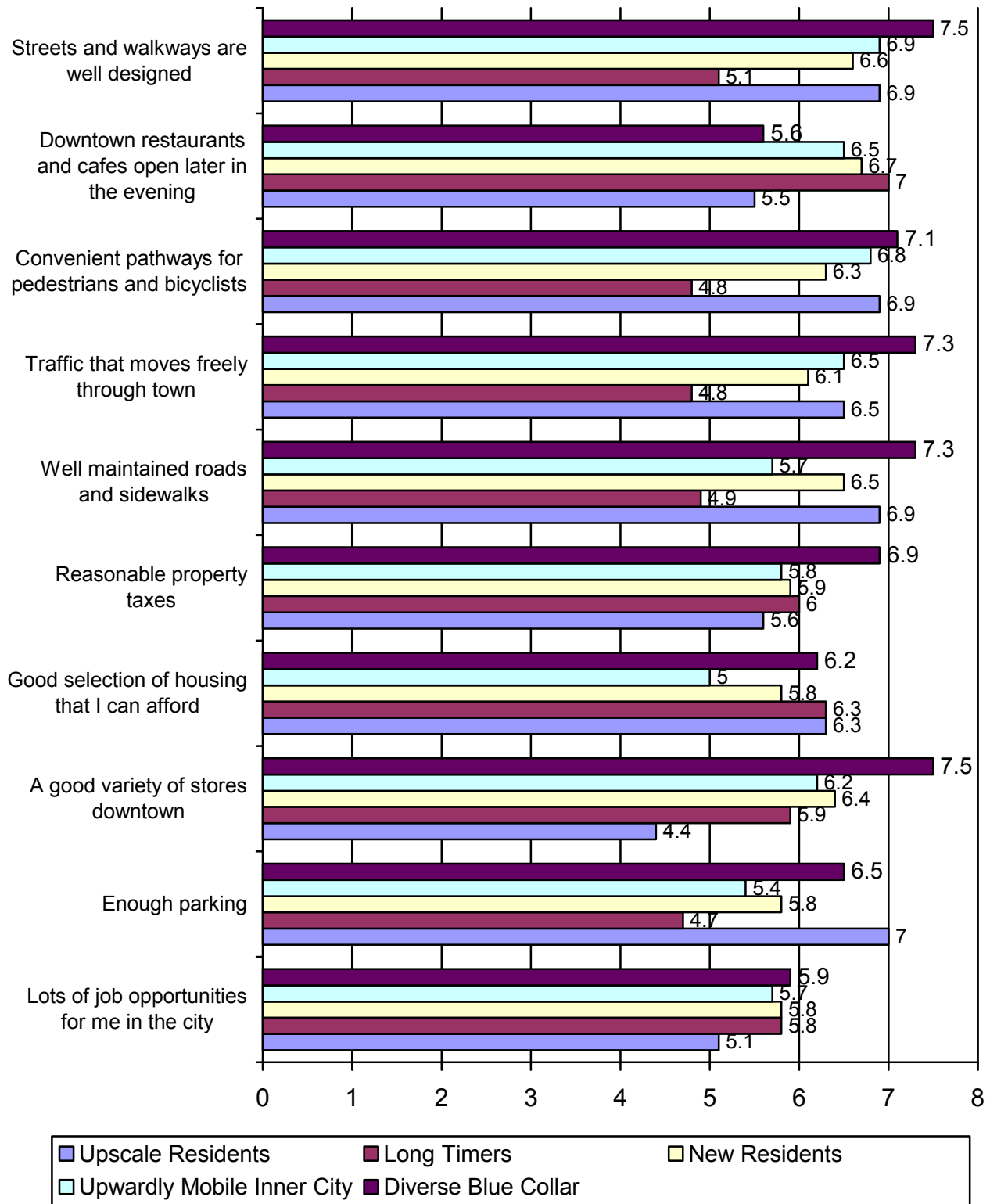


**Key Positive and Key Negative Performance Gaps**  
***Upscale Residents***

	<b>Importance Index</b>	<b>Performance Index</b>	<b>Performance Gap</b>
Reasonable property taxes	109	79	-30
Lots of job opportunities for me in the City	95	72	-23
A good variety of stores downtown	80	62	-18
Good selection of housing that I can afford	104	89	-15
No noticeable drug activity	125	110	-15
Good trash removal	101	123	+22
Parks and recreational areas that meet my needs	76	103	+27
Plenty of cultural activities	76	108	+33
Plenty of public events and festivals	76	114	+39

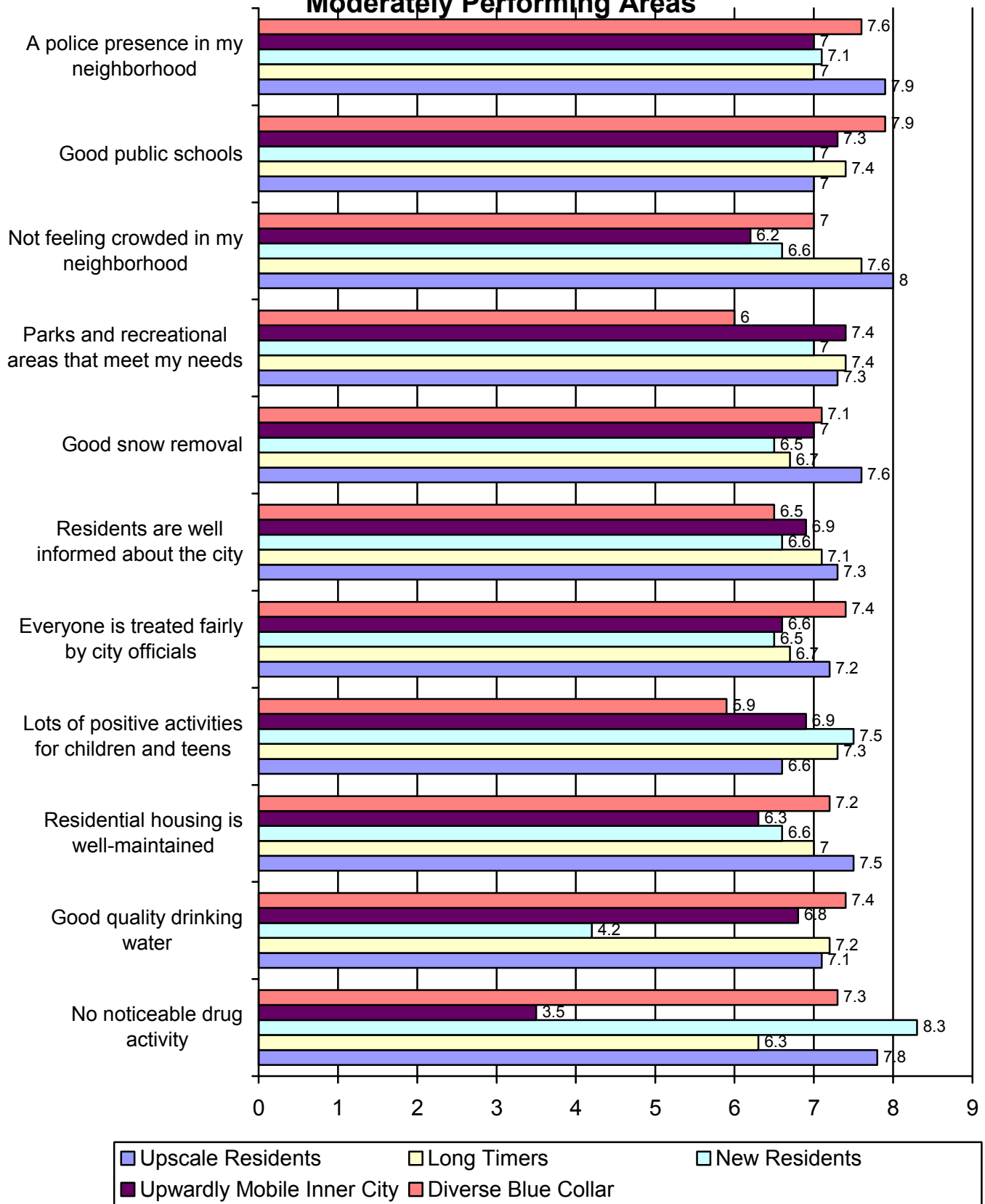
The tables and charts on the following pages provide the detailed data on which the analyses in this chapter are based.

### Performance Comparison by Segment: Lower Performing Areas



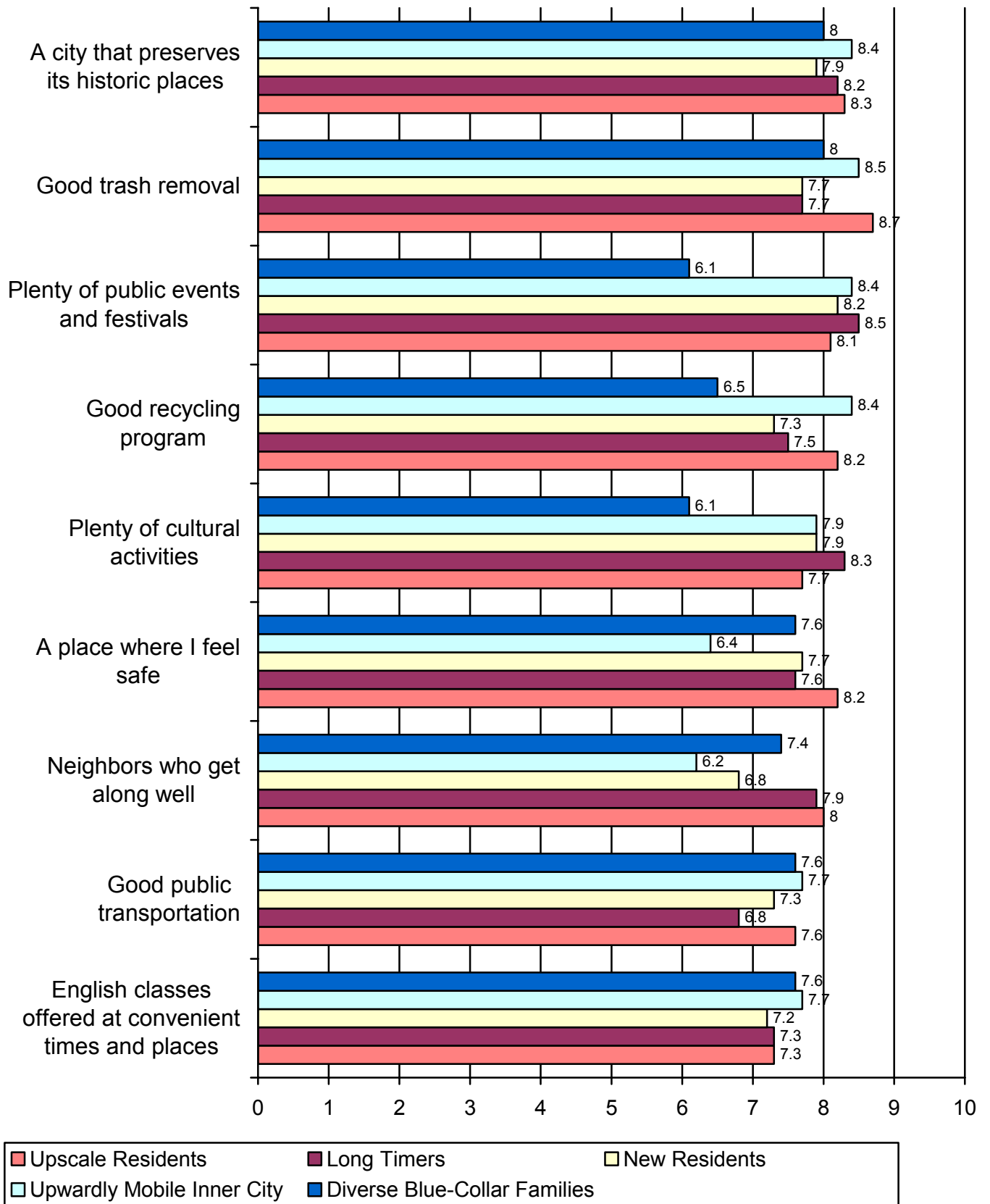
## Performance Comparison by Segment: Moderately Performing Areas

49



## Performance Comparison by Segment: Stronger Performing Areas

50



## Resource Trade-Offs by Segment

	Segment					
	Total	Diverse Blue-Collar Families	Upwardly Mobile Inner – City	New Residents	Long Timers	Upscale Residents
	(1001) %	(143) %	(205) %	(151) %	(285) %	(213) %
Make the City look better, but charge more in taxes	35	41	39	32	34	33
Keep the City the way it is, without charging higher taxes	60	53	56	65	59	64
Make the City easier to drive – widen roads and remove stops	19	20	20	21	18	19
Slow speed to protect people and quiet neighborhoods	77	73	77	77	78	77
Make houses cheaper by building more, but with more density	48	64	49	43	44	45
Create space by removing buildings, causing housing costs to increase	44	31	41	50	46	50
Make the area nicer by improving the downtown and gateways	36	39	26	40	34	45
Located your home in a nicer area by improving neighborhoods	60	57	73	56	61	49
More equipment, such as swing sets	35	42	34	42	35	27
More athletic courts	35	37	40	28	31	38
More open space for passive parks	26	19	23	28	26	30
Regulate construction to protect historic character	63	55	61	62	65	69
Promote construction with fewer restrictions	31	38	34	35	27	26
Create jobs by bringing in development city-wide	50%	57	54	40	52	49
Protect residents by limiting development nearby	46	39	43	56	44	47
Promote Lowell as a desirable place in Greater Boston	26%	34	27	17	23	29
Promote Lowell as a unique city apart from Boston	71	61	72	79	74	67
Protect quality of life by enforcing housing codes	64%	61	59	63	65	69
Protect private property rights of owners	32	34	39	32	31	26

## Key Segment Attitudes

*“The future of Lowell rests with bringing upscale stores and services to town”*

	Total	Segment				
		Diverse Blue-Collar Families	Upwardly Mobile Inner – City	New Residents	Long Timers	Upscale Residents
	(1001)	(143)	(205)	(151)	(285)	(213)
	%	%	%	%	%	%
Disagree	72	61	72	75	75	75
Agree	25	37	26	21	22	22

*“Lowell should continue to welcome immigrants to the community”*

	Total	Segment				
		Diverse Blue-Collar Families	Upwardly Mobile Inner – City	New Residents	Long Timers	Upscale Residents
	(1001)	(143)	(205)	(151)	(285)	(213)
	%	%	%	%	%	%
Disagree	73	64	70	76	73	80
Agree	24	35	29	21	25	17

*“Lowell should remain a blue-collar town”*

	Total	Segment				
		Diverse Blue-Collar Families	Upwardly Mobile Inner – City	New Residents	Long Timers	Upscale Residents
	(1001)	(143)	(205)	(151)	(285)	(213)
	%	%	%	%	%	%
Disagree	58	52	60	60	62	55
Agree	35	44	32	32	32	37

*“Promoting Lowell as a tourist destination benefits the residents greatly”*

	Total	Segment				
		Diverse Blue-Collar Families	Upwardly Mobile Inner – City	New Residents	Long Timers	Upscale Residents
	(1001)	(143)	(205)	(151)	(285)	(213)
	%	%	%	%	%	%
Disagree	80	61	83	83	82	85
Agree	18	38	14	15	16	14

### How Lowell Can Improve Itself?

		Diverse Blue- Collar Families	Upwardly Mobile Inner – City	Segment New Residents	Long Timers	Upscale Residents
	<b>Total</b>					
Base:	(1001)	(143)	(205)	(151)	(285)	(213)
<u>Police &amp; Safety (Net)</u>	<b>21</b>	<b>19</b>	<b>34</b>	<b>20</b>	<b>16</b>	<b>20</b>
Increase police visibility	8	8	12	7	7	7
Increase safety/reduce crime	7	8	10	7	5	8
Clean up drugs	6	3	12	6	4	5
Improve schools	<b>12</b>	<b>15</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>9</b>
More affordable housing	<b>11</b>	<b>15</b>	<b>16</b>	<b>15</b>	5	<b>9</b>
Improve City appearance	<b>11</b>	7	<b>13</b>	<b>12</b>	<b>11</b>	<b>10</b>
Bring in new jobs	<b>10</b>	<b>15</b>	<b>11</b>	<b>12</b>	5	8
Repair roads	9	6	6	7	<b>16</b>	7
More youth activities	7	<b>9</b>	10	<b>9</b>	<b>6</b>	4
Increase the availability of quality housing	6	8	8	5	4	7
More stores/shops	6	3	2	4	6	<b>14</b>
Keep taxes low	4	1	3	5	2	7
Encourage unity	3	3	3	6	2	5
More family/adult activities	3	3	2	4	4	4
No discrimination	3	3	4	4	3	3
Tear down or restore old buildings	3	3	6	3	4	1
Improve the downtown	3	1	2	3	5	4
Lower traffic/better traffic flow	3	1	2	3	4	3
More trees/flowers/open areas	3	4	2	4	2	3
Better parks	3	5	3	4	2	1

Note: Bolded percentages are the top five responses for each segment.


## Demographics



	Segments					
	<b>Total</b>	Diverse Blue Collar Families	Upwardly Mobile Inner-City Residents	New Residents	Long Timers	Upscale Residents
Base:	(1001)	(143)	(205)	(151)	(285)	(213)
	%	%	%	%	%	%
<b><u>Years in Lowell</u></b>						
0-2	12	12	6	21	9	14
3-5	12	16	12	14	13	6
6-10	11	17	10	11	7	13
11 +	41	43	47	32	40	40
Entire Life	22	10	22	19	29	24
<b><u>Neighborhood</u></b>						
Pawtucketville	13	10	10	15	12	19
Belvidere and Lower Belvidere	13	9	10	10	17	15
Centralville and Christian Hill	15	13	20	13	19	11
The Highlands and Middlesex Village	21	16	22	24	20	23
The Acre and Lower Highlands	9	12	12	8	9	8
Downtown	6	6	5	7	6	5
South Lowell, Riverside, Sacred Heart, Swede	10	9	7	13	9	10
Don't know/other	7	18	7	6	5	5
<b><u>Neighborhood Area</u></b>						
Suburban	46	30	41	47	52*	59
Urban	26	31	34	26	27	18
<b><u>Type of Home</u></b>						
Single Family	42	28	36	38	50	52
Apartment	32	41	38	32	27	26
Duplex	11	21	13	11	6	11
Townhouse	5	3	4	7	7	5
<b><u>Own or Rent</u></b>						
Own	50	27	39	48	62	60
Rent	48	71	58	49	35	38
Number of People in HH	3.0	3.6	3.1	3.0	2.9	2.8
% of HH with Children	54	65	57	56	46	52
Average Number of Children	1.1	1.5	1.2	1.1	0.9	0.9
% of Children Enrolled in Public Schools	67	85	71	62	60	59

= significantly different from total at 95% confidence  
 \* = significantly different from total at 90% confidence

	<b>Total</b>	Diverse Blue Collar Families	Upwardly Mobile Inner-City Residents	New Residents	Long Timers	Upscale Residents
Base:	(1001)	(143)	(205)	(151)	(285)	(213)
	%	%	%	%	%	%
<b><u>Race</u></b>						
Black	4	7	4	5	2	2
Hispanic	12	20	17*	8	7	11
White	66	38	59*	70	76	74
Asian	13	31	14	12	8	7
Other	5	3	4	6	5	4
<b><u>Age</u></b>						
18-25	9	13	15	10	5	7
26-35	21	23	21	29	19	16*
36-45	24	29	25	24	24	23
46-55	21	16	19	18	24	25
56-65	10	9	10	8	10	12
Over 65	9	5	6	5	14	10
<b><u>Occupation</u></b>						
White Collar	43	29	42	42	48	46
Blue Collar	18	34	18	17	14	12
Not Employed	22	23	22	18	22	26
Other	11	9	11	17	10	10
<b><u>Education</u></b>						
High School or Less	39	55	44	34	35	33*
Some College	25	15	30	32*	26	21
College Grad or More	30	21	21	29	33	42
<b><u>Income</u></b>						
Less than \$30,000	27	37	33*	26	21	24
\$30,000-\$49,999	23	23	27	28	25	16
\$50,000 or more	30	22	23	31	33	38
Median Income	\$48,200	\$41,000	\$42,900	\$46,300	\$53,500	\$53,600

 = significantly different from total at 95% confidence  
 \* = significantly different from total at 90% confidence

**Questionnaire**

Davidson-Peterson Associates  
 201 Lafayette Center  
 Kennebunk, ME 04043

*Lowell Telephone Survey*

Hello, I'm \_\_\_\_\_, and am calling for Lowell's Division of Planning and Development. Today, we're doing a survey on what it's like to live in Lowell and we'd like to include your views. The results of this survey will help the city of Lowell develop a Master Plan and influence policy decisions.

May I please speak with the male or female head of household?

**[If transferred to another adult, repeat introduction. If continuing with the same individual who answered the telephone, continue with below.]**

This survey will take about 15 minutes of your time. This is not a sales call and your individual opinions will remain strictly confidential.

IF NOT AVAILABLE OR NOT A GOOD TIME, ASK FOR A CONVENIENT TIME TO CALL BACK.

First \_\_\_\_\_ (Date/Time)  
 Second \_\_\_\_\_ (Date/Time)  
 Third \_\_\_\_\_ (Date/Time)

1. In what language would you prefer to conduct the interview?

- ( ) English
- ( ) Spanish **[CONTINUE INTERVIEW IN SPANISH]**
- ( ) Portuguese **[CONTINUE INTERVIEW IN PORTUGUESE]**
- ( ) Khmer **[PHONETICALLY WRITTEN IN KHMER: SOMEONE WILL CALL YOU BACK TO CONDUCT THE INTERVIEW; IS THERE A GOOD TIME FOR A CALLBACK \_\_\_\_\_ (Date/Time)]**

2. Do you live in Lowell?

- ( ) No **[THANK RESPONDENT AND TERMINATE INTERVIEW]**
- ( ) Yes **[CONTINUE]**

3. Here's a list of items that some people may consider important when judging a community to live in. As I read each one, tell me how important that item is to you. Please use a scale of one to ten, where a '10' means **Very Important** and a '1' means **Not at all Important**.

	Not at all Important 1	2	3	4	5	6	7	8	9	Very Important 10
Police and Safety	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Roads, Transportation and Parking	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Ethnic and Racial Equality	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
City Services	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Housing	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Recreational Opportunities	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Job Opportunities	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Schools	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Stores and Businesses	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Cost of Living	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Neighborhood Character	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Environmental Quality	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Community Pride	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )

4. Now, let's talk about how well the city of Lowell does addressing some specific issues. I am going to read a list of items and this time please tell me how well you feel Lowell is doing on each item. Rate Lowell on a scale of 1 to 10, where a '10' means **Lowell is doing an excellent job** and a '1' means **Lowell is doing a terrible job**. [ROTATE ITEMS]

Service	Terrible 1	2	3	4	5	6	7	8	9	Excellent 10
A police presence in my neighborhood	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
A place where I feel safe	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
No noticeable drug activity	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Well maintained roads and sidewalks	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Enough parking	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Convenient pathways for pedestrians and bicycles	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Traffic that moves freely through town	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Streets and walkways designed to keep accidents from happening	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Good public transportation	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
English classes offered at convenient times and places	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Everyone is treated fairly by city officials	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Residents are well informed about city services and activities	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Good snow removal	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Good trash removal	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Good recycling program	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Not feeling crowded in my neighborhood	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Residential housing is well maintained	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Good selection of housing that I can afford	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Parks and recreational areas that meet my needs	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Plenty of cultural activities	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Plenty of public events and festivals	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Lots of positive activities for children and teens	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )

Downtown restaurants and cafes open later in the evening	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Lots of job opportunities for me in the City	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Good public schools	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
A good variety of stores downtown	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Stores in my neighborhood that meet my basic shopping needs	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Reasonable property taxes	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
A clean and attractive city	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
A city that preserves its historic places	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Good quality drinking water	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Neighbors that get along well	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )

5. Using a ten-point scale where '10' means **Truly wonderful place to live** and '1' means **Absolutely awful place to live**, please tell me, overall, how you would rate Lowell as a place to live.

	Absolutely awful place to live 1	2	3	4	5	6	7	8	9	Truly wonderful place to live 10
<i>Overall evaluation of Lowell as a place to live</i>	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )

A city often needs to choose how it spends its resources on issues for its citizens. We would like to know how you think Lowell should choose between some issues. **[Read first pair and then ask – Which do you think Lowell should focus on?]**

- 6.
- ( ) Making the City look better, but charging higher taxes to do so  
OR
  - ( ) Keeping the look of Lowell the way it is, without charging higher taxes.
- 7.
- ( ) Making it easier to drive through the City, by widening roads and removing stop signs  
OR
  - ( ) Slowing speeds on residential streets to protect pedestrians and quiet neighborhoods.
- 8.
- ( ) Making housing more affordable by building more, but at the cost of more people living in each neighborhood  
OR
  - ( ) Create more space in neighborhoods by removing old apartment buildings, but causing housing costs to increase.
- 9.
- ( ) Make Lowell's public areas look more attractive by improving the downtown and city gateways  
OR
  - ( ) Have your home located in a more attractive area by improving the residential neighborhoods.

- 10.
- ☐ More equipment for children's play in parks such as swing sets  
OR
  - ☐ More athletic fields in parks such as basketball and volleyball courts  
OR
  - ☐ More open space for conservation or passive parks.
- 11.
- ☐ Regulate construction to protect historic design or neighborhood character  
OR
  - ☐ Promote construction through relaxed building restrictions and easier permitting.
- 12.
- ☐ Encourage job creation by bringing industrial and commercial development to more areas of the City  
OR
  - ☐ Protect residential areas by restricting industrial and commercial development nearby.
- 13.
- ☐ Promote Lowell as a desirable place to live in the Greater Boston area  
OR
  - ☐ Promote Lowell as its own unique city, apart from Boston.
- 14.
- ☐ Protect neighborhood quality of life by enforcing housing codes  
OR
  - ☐ Protect private property rights by allowing an individual property owner to do what they want with their property.
15. Now I am going to read statements others have made about living in Lowell. For each statement please tell me whether you **Agree Strongly, Agree Somewhat, Disagree Somewhat, Disagree Strongly**.

	Disagree Strongly	Disagree Somewhat	Agree Somewhat	Agree Strongly
The future of Lowell rests with bringing upscale stores and services to town.	( )	( )	( )	( )
Lowell should continue to welcome immigrants to the community.	( )	( )	( )	( )
Lowell should remain a blue-collar town.	( )	( )	( )	( )
Promoting Lowell as a tourist destination benefits the residents greatly.	( )	( )	( )	( )

16. If Lowell could do one thing to improve the community as a place for you to live, what do you think it should do?

[ TEXT BOX ]

**The following questions are for classification purposes only.**

17. In what year did you move to Lowell?

☐ [TEXT BOX] OR ☐ I've lived here all my life

18. Which Lowell neighborhood do you live in? **[DO NOT READ LIST, SELECT ONE. If respondent does not know which neighborhood, get their street address or the names of the 2 streets that intersect closest to their home.]**

<i>Neighborhood</i>	
The Acre	<input type="checkbox"/>
Back Central	<input type="checkbox"/>
Belvidere	<input type="checkbox"/>
Centralville	<input type="checkbox"/>
Christian Hill	<input type="checkbox"/>
Downtown	<input type="checkbox"/>
The Highlands	<input type="checkbox"/>
Lower Belvidere	<input type="checkbox"/>
Lower Highlands	<input type="checkbox"/>
Middlesex Village	<input type="checkbox"/>
Pawtucketville	<input type="checkbox"/>
Riverside	<input type="checkbox"/>
Sacred Heart	<input type="checkbox"/>
South Lowell	<input type="checkbox"/>
Swede Village	<input type="checkbox"/>
Don't know	<input type="checkbox"/>
Other (Please specify) [TEXT BOX]	
OR: Street address [TEXT BOX]	<input type="checkbox"/>

19. What type of home do you live in? **[READ LIST]**

☐ Single Family Home

☐ Apartment -----→ Ask "How many units are in your building?" [TEXT BOX]

☐ Duplex

☐ Townhouse -----→ Ask "How many units are in your building?" [TEXT BOX]

☐ Other -----→ Ask "How many units are in your building?" [TEXT BOX]

20. Do you own or rent your home?

☐ Own

☐ Rent



21. Including yourself, how many people live in your household?

[TEXT BOX] – if “1” Go to **Q24**

22. How many children under the age of 18 currently live in your household?

[TEXT BOX]

or

( ) None – Go to **Q24**

23. Are any of those children enrolled in Lowell public schools?

( ) Yes

( ) No

24. Which of the following best describes your race or ethnic background? **[READ LIST]**

( ) Black, African American

( ) Brazilian

( ) Portuguese

( ) Hispanic, Latino

( ) Cambodian

( ) White or Caucasian

( ) Laotian

( ) Other Asian

( ) Other (Please Specify) [Text Box]

25. What is your age? \_\_\_\_\_

26. What is the occupation of the chief wage earner or head of your household?

( ) Retired (**Please check both Retired & previous occupation**)

( ) Professional/technical

( ) Managerial/proprietor

( ) Clerical/sales

( ) Skilled craftsperson

( ) Factory worker

( ) Service worker

( ) Self-employed

( ) Unemployed

( ) Student

( ) Homemaker

( ) Other \_\_\_\_\_ (**Please specify**)

27. What is the last year of formal schooling you personally completed? **[READ LIST]**

- ☐ Some High School or Less
- ☐ High School Graduate
- ☐ Vocational/Technical School (2 year)
- ☐ Some College
- ☐ College Graduate (4 year)
- ☐ Some Post Graduate work
- ☐ Post Graduate Degree

28. Please stop me when I read the category that includes your total annual household income for 2001. **[READ LIST]**

- ☐ Less than \$20,000
- ☐ \$20,000 to \$29,999
- ☐ \$30,000 - \$39,999
- ☐ \$40,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 or more

29. Gender **[INTERVIEWER RECORD]**

- ☐ Male
- ☐ Female

**Thank you for your time. Your opinions are greatly appreciated.**